

SHAW ACADEMY

NOTES

Diploma in Blogging & Content Marketing



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Lesson 5 – Content Marketing 101

Opening

In lesson 5, we looked at specifically what content marketing is and some examples of a diverse range of content. We discussed some of the challenges and benefits that go along with creating great content.

Body of the Lesson

After this lesson, you should have a clear understanding of what content marketing is. By investing the time and resources into creating great content, there is a potential opportunity to create an authentic long lasting relationship with your audience.

Definition: Content Marketing is the strategic marketing approach of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

The intent to focus on creating higher quality is clearly visible around the world with many significant indicators showing that this is an area of growth for both b2b and b2c markets. We looked at the importance of documenting your strategy and specifically on the 5 main components of putting a well-structured one together. They include:

1. Audience Building
2. Planning
3. The Social Platforms
4. Your Messaging
5. Measurement

In comparison to traditional methods of marketing, we can see the obvious benefits that exist. It is cheaper in the long term, there are more meaningful opportunities to engage with your customers/audience and there is far greater data to be obtained using these methods versus our more traditional activities.

There are so many challenges to creating compelling and engaging content. We discussed at length some of these which included lack of time, a lack of budget and producing enough content are to name but a few.

We also looked at reasons as to why it is worth investing the resources and time to develop a strong strategy to leverage these opportunities while we have them. We finished off class looking at some tips to be mindful of when coming up against some of these challenges.

Upcoming in Lesson 6

In Lesson 6, we will be looking monetising your blog. There are many ways in which it is possible to do this. Whether you want to set up Google AdSense, want to publish a book or start some affiliate marketing, we go through all of your options.



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Thank You



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